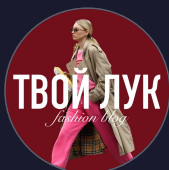


PROMTPRESS PUBLIC REPORT

Channel audit

YOUR LOOK |

Fashion Blog



@yourlook

Fashion project and blog where a stylist teaches style, combining clothes and shares fashion facts. Channel in MAX: <https://max.ru/yourlook> For collabs: @linaforwork RKN:...

SUBSCRIBERS

58 899

-706 per month

ERR (% SEE POSTS)

7.0%

per day **3.2%**

REACH/POST

4.3K

ad reach **1.9K**/24h

— CONTENTS · 2026

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09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle under the number shows the period it was calculated for.

 SUBSCRIBERS 58 899 —	 SUBS REACH 7.3% avg % subs see post	 VIEWS/POST 4.3K median 4.4K · 28 days	 POSTS/WK 7.5 for period
 7D TREND -16.1% vs previous week	 REACTIONS/POST 34.6 only 1,072 reactions, 341 reposts, 0 comments	 POST LENGTH 494 chars. median 422 · 28 days	 POSTS ANALYZED 31 28 days
 AD REACH 1.9K avg per 24h	 CHURN / MONTH -706 last month	 CITATION RATE 669 citation index · 1,721 channels mentioned ever	 CHANNEL AGE 3 years 3 months created 23.03.2023

AI EDITOR SUMMARY

Channel «YOUR LOOK | Fashion Blog» — 58 899 subs. Each post avg views 4.3K people (7% from subs), reach low — expand audience. Publishes 8 posts/week (~1/day) — regular. Week Jun 22–28 reach dropped -16.1% to week Jun 15–21 — analyze reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and underperformers — to see what to repeat and what to drop.

WHAT TOP POSTS SHARE

- 01 Analysis based on 31 posts in 28 days.
- 02 Dominant format — Photo (31/31 posts).
- 03 Avg post length — 494 chars (median 422).
- 04 Peak audience activity — Saturday, 11:00 MSK.
- 05 Top posts get 1x more views than weakest (5.6K avg top vs 3.8K worst) — among 31 posts in 28 days. Analyze commonalities: topic, format, timing.

TOP 5 POSTS

№117.06 · 08:50PHOTO	VIEWS	REACTIONS
	5 750	36
Saw a jewelry collection where familiar symbols take on new interesting forms. #yourblings Spot the Tarot elements? I love...	REPOSTS	ER
	14	9.8%
№211.06 · 10:15PHOTO	VIEWS	REACTIONS
	5 522	36
Found basket bags that are so on-trend this summer. #yourbag If you don't know what to pair it with, actually...	REPOSTS	ER
	13	9.4%
№318.06 · 10:05PHOTO	VIEWS	REACTIONS
	5 475	25
Today's truly summer look: a bright option for a beach trip. #yourlook Loved the brick-orange swimsuit combo...	REPOSTS	ER
	16	9.3%

Nº4

16.06 • 10:04

PHOTO

In addition to the previous post about summer shorts. You asked about other short options, so here's a new selection!...

VIEWS

5 458

REPOSTS

14

REACTIONS

41

ER

9.3%

Nº5

13.06 • 08:16

PHOTO

I haven't limited my shopping to women's sections for a long time. There are many great basics in men's clothing. Sometimes...

VIEWS

5 404

REPOSTS

11

REACTIONS

30

ER

9.2%

WORST 3

↓ 29.06 • 08:21 PHOTO

Basic look of the week — almost total white. And seems like a perfect summer format. This outfit uses one color and simple...

VIEWS

3 934

REPOSTS

15

REACTIONS

44

ER

6.7%

↓ 30.06 • 10:05 PHOTO

Found a few more trendy summer bags. As someone who values quality over quantity, I picked models...

VIEWS

3 914

REPOSTS

7

REACTIONS

35

ER

6.6%

↓ 01.07 • 08:05 PHOTO

I think we all need a new beautiful swimsuit this summer! Right? #yourwardrobe Vacation, trip to the sea or poolside —...

VIEWS

3 695

REPOSTS

15

REACTIONS

23

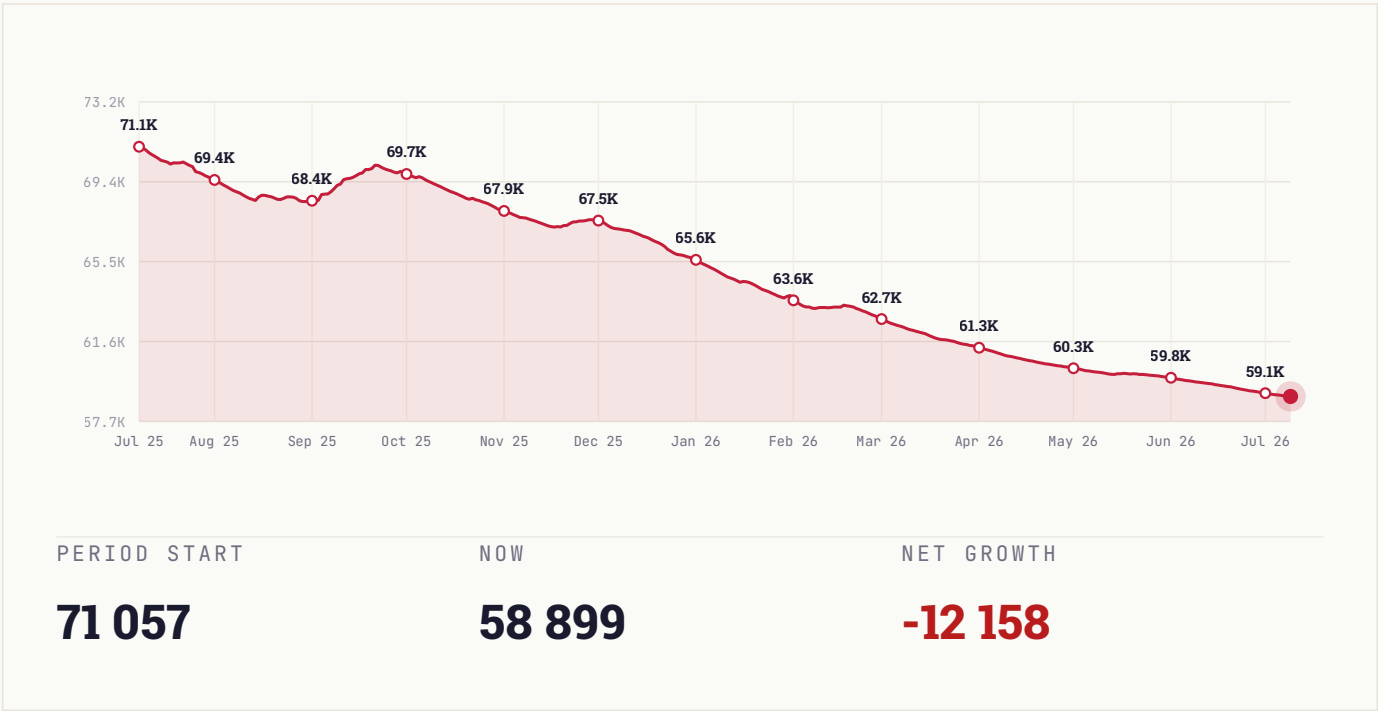
ER

6.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

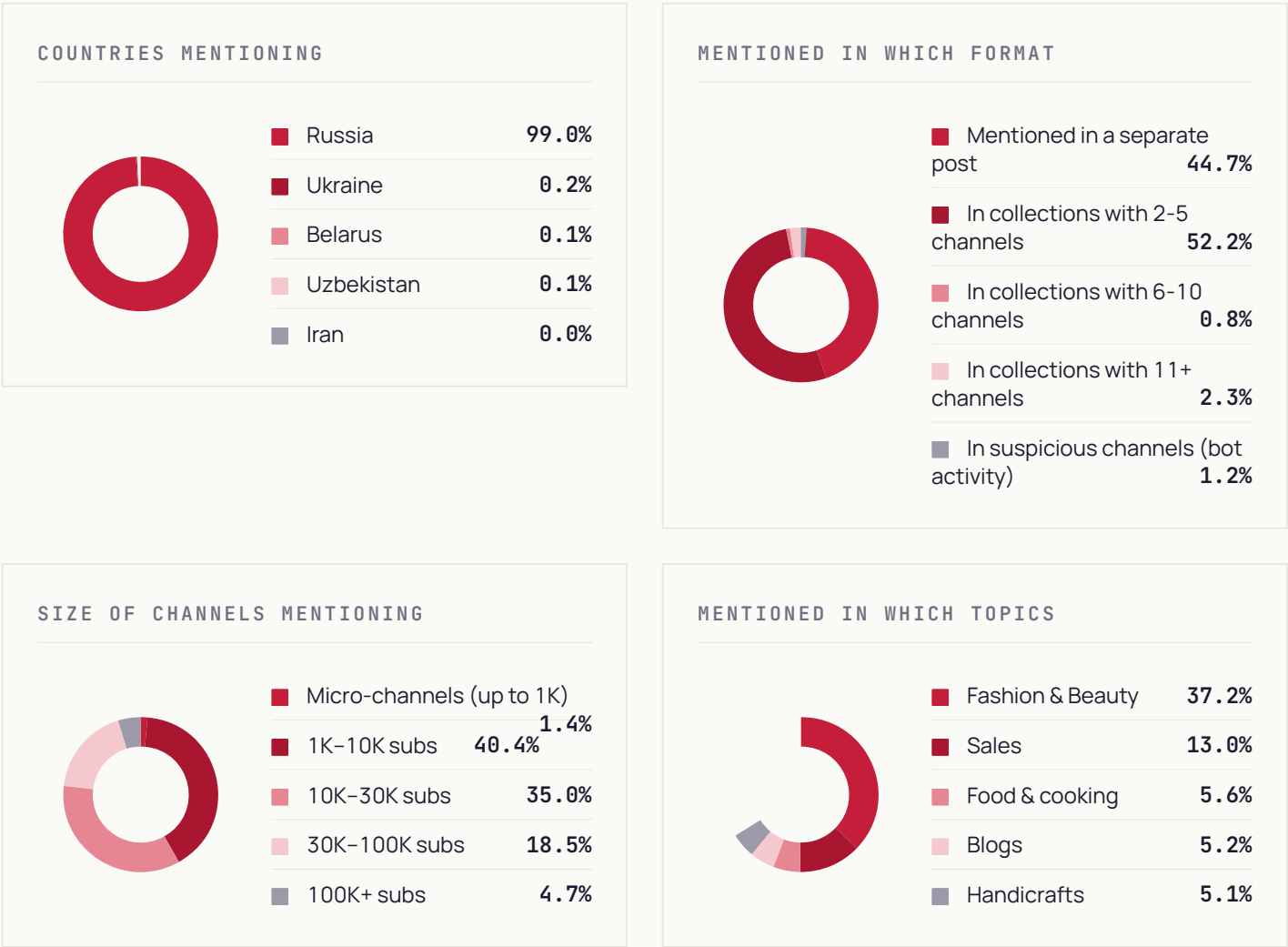
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who and how mentions the channel

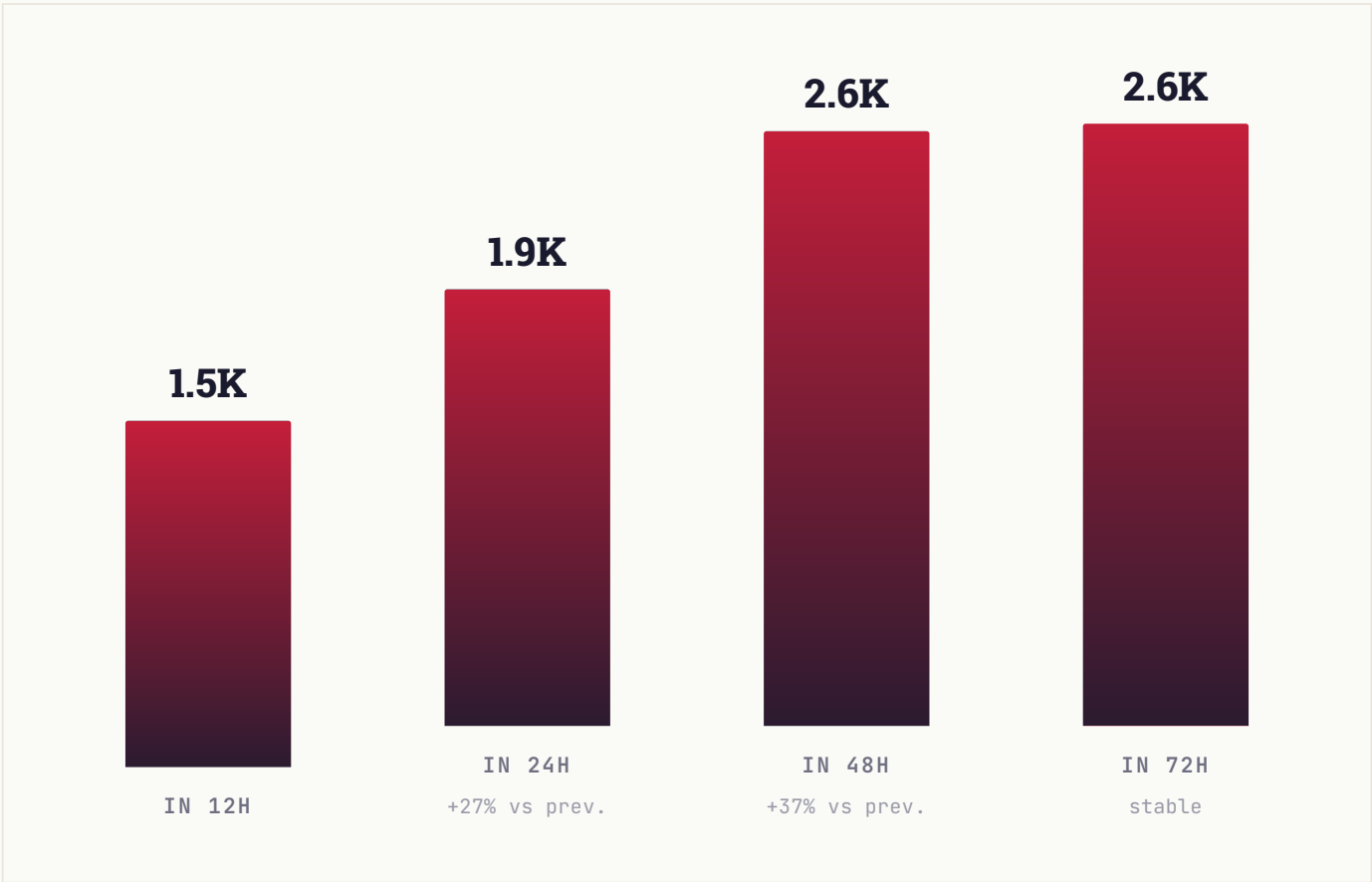
Citation index **669** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel 'weighs' more than from a 1K subs channel. All time the channel was mentioned **1 721** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publication. Helps estimate how long a placement should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — see its place among niche neighbors.

CHANNEL	SUBSCRIBERS
ZY Golden Apple	1.1M
HH Found on Wildberries	635.3K
MI MIXIT.RU	614.6K
M Manicure Nails	573.8K
HH Wildberries / WB Finds	537.2K
EM Elena Mixit	521.6K
GD Facial exercises	472.5K
PM Fashion Trends	437.6K
PR Primebery	398.9K
HW WB OZON Finds	393.5K
YL YOUR LOOK Fashion Blog YOU	58.9K

COMPARATIVE INSIGHT

Channel not yet outside top 96% of niche — early growth stage. Niche leader — Golden Apple (1.1M), top-96 median: 171K. First goal — enter top-96 through systematic work with traffic and content.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **113**, they brought **2 856** new subs.

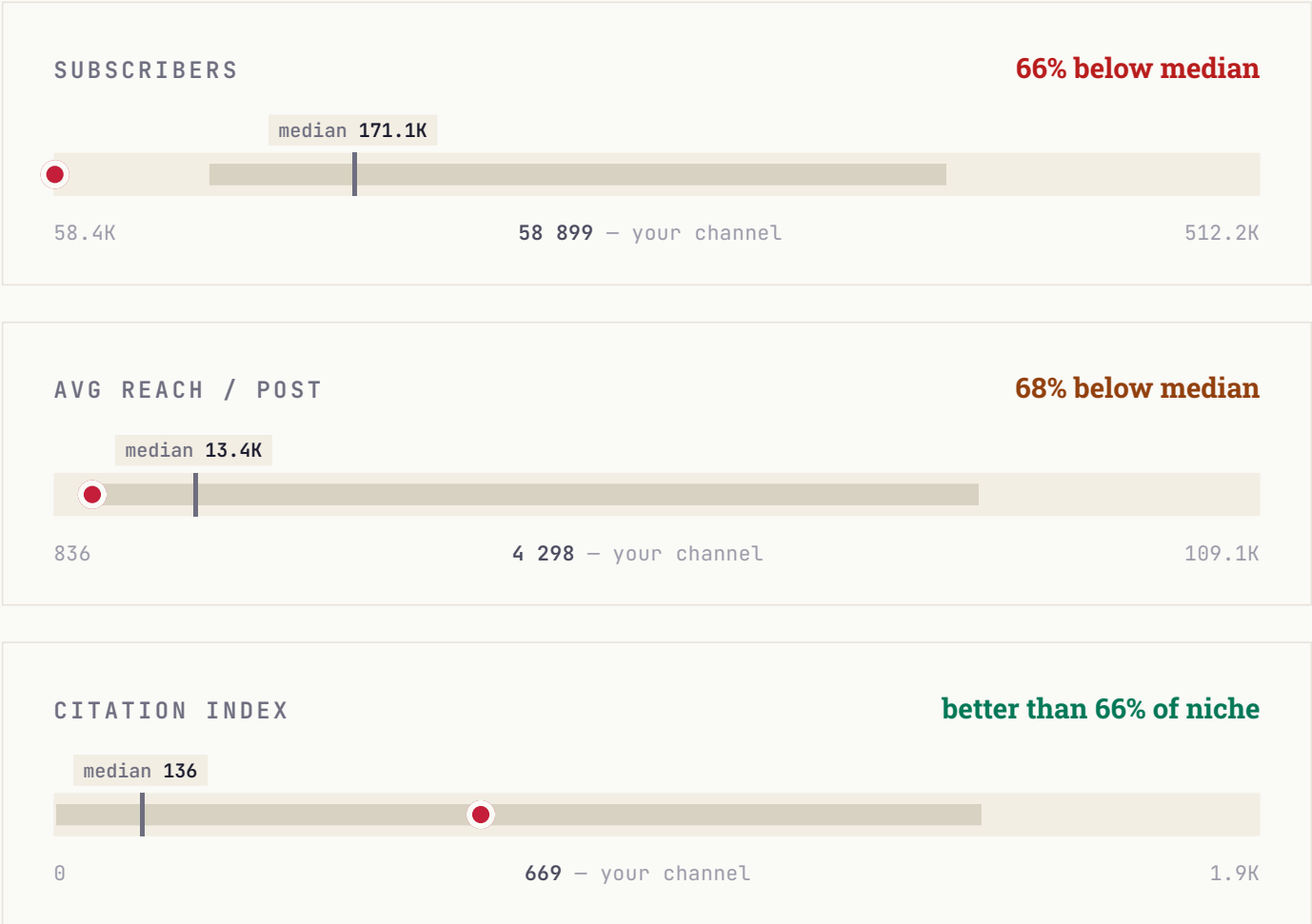
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
January 2026	4	4	165	
December 2025	25	20	0	
Nov 2025	21	18	367	
Oct 2025	7	7	94	
September 2025	38	33	1 811	
August 2025	18	16	419	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
113	6	2 856

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category "Fashion & Beauty» (Russia) and saw how your channel compares. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.



— SECTION 09 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check off and revisit this report in a month.

01

Main post of the week — on Saturday

Audience is most active on this day at 11:00 MSK.

EFFECT

**Best window
for an
important post**

02

Increase share of video posts

Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%.

EFFECT

**Video retains
audience
better**

03

Systematic traffic buying

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress picks sources for your niche.

EFFECT

**+1000-3000
subs**

04

Test polls & interactive formats

Posts with polls/reactions usually give +5-15% to ER.
One poll per week on a 'hot' topic — easy growth point.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Swap posts quarterly with channels in the same segment. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit is what we can do in a few minutes based on public data. If you want to go further — run ads through us and close your growth plan in a month.

01	Launch Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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